



WEWS

# ORDER

Flight Dates **08/21/12-08/31/12**

Contract / Revision      **308389 /**

Original Date / Revision  
08/20/12    08/20/12

Advertiser **Majority PAC**

Agency    **Waterfront Strategies**

Buying Contact

**1010 Wisconsin Avenue NW - Suite  
Washington, DC 20007**

Product

**OH Sen Maj PAC 08.21-08.31**

Agency Com    15%

Billing Contact

**1010 Wisconsin Avenue NW - Suite  
Washington, DC 20007**

Sales Office    EWSDC

Sales Region   NAT

Agency Ref    2

Order Sep      00:20:00

Estimate #      **1639**

Alt Order #

Billing Type    Cash

Order Type    GENERAL

Billing Cycle    EOM/EOC

Billing Calendar BROADCAST

Demographic   A35+

Rev Codes      POL      POL      ISS

Product Codes PL

Priority          P-1

Advertiser Ref

Primary Account Executive  
Daniel Baylog

Account Executive	Order%	Start Date	End Date
Daniel Baylog	100%		

Order Share 100% Market Value 85000

Competing Station	% of Order	Amount
CABLE	%	0
UNKWN	%	0
WBNX	%	0
WDLI	%	0
WEAO	%	0
WGGN	%	0
WJW	%	0
WKYC	%	0
WMFD	%	0
WOAC	%	0
WOIO	%	0
WQHS	%	0
WUAB	%	0
WVIZ	%	0
WVPX	%	0

## Order Totals

## Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
August 2012	30	\$41,522.50	\$48,850.00	0.00	07/30/12	08/26/12	30	\$41,522.50	\$48,850.00
September 2012	22	\$30,727.50	\$36,150.00	0.00	08/27/12	08/31/12	22	\$30,727.50	\$36,150.00
<b>Totals</b>	<b>52</b>	<b>\$72,250.00</b>	<b>\$85,000.00</b>	<b>0.00</b>					

														<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WEWS	08/21/12	08/31/12	M-F GMC 6-7a M-F GMC 6-7a	CM	6-7a	MTWTF--	:30	2	\$850.00	P-1	0.00	NM	3	\$2,550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/20/12	08/26/12	- TWTF--	2		\$850.00		0.00						
Week:		08/27/12	09/02/12	MTWTF--	1		\$850.00		0.00						
N 2	WEWS	08/21/12	08/31/12		CM	7-9a	MTWTF--	:30	3	\$850.00	P-1	0.00	NM	5	\$4,250.00



**WEWS**

Print Date: 08/21/12

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Contract / Revision      **308389**      Flight Dates **08/21/12-08/31/12**

Hiatus Dates

Original Date / Revision   08/20/12/   08/20/12

Order Sep   00:20:00

Advertiser   **Majority PAC**

Product **OH Sen Maj PAC 08.21-08.3** Estimate #   **1639**

													<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
M-F GMA 7-9a														
M-F GMA 7-9a														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week: 08/20/12		08/20/12	08/26/12	- TWTF - -					3	\$850.00		0.00		
Week: 08/27/12		08/27/12	09/02/12	MTWTF - -					2	\$850.00		0.00		
N 3	WEWS	08/21/12	08/31/12	M-F 9-10a	CM	9-10a	MTWTF - -	:30	1	\$700.00	P-1	0.00 NM	2	\$1,400.00
M-F 9-10a														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week: 08/20/12		08/20/12	08/26/12	- TWTF - -					1	\$700.00		0.00		
Week: 08/27/12		08/27/12	09/02/12	MTWT - - -					1	\$700.00		0.00		
N 4	WEWS	08/21/12	08/31/12	M-F 12pm News	CM	12-1p	MTWTF - -	:30	1	\$700.00	P-1	0.00 NM	2	\$1,400.00
M-F 12p News														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week: 08/20/12		08/20/12	08/26/12	- TWTF - -					1	\$700.00		0.00		
Week: 08/27/12		08/27/12	09/02/12	MTWT - - -					1	\$700.00		0.00		
N 5	WEWS	08/21/12	08/31/12	M-F 3-4p	CM	3-4p	MTWTF - -	:30	1	\$1,500.00	P-1	0.00 NM	2	\$3,000.00
M-F 3-4p														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week: 08/20/12		08/20/12	08/26/12	- TWTF - -					1	\$1,500.00		0.00		
Week: 08/27/12		08/27/12	09/02/12	MTWT - - -					1	\$1,500.00		0.00		
N 6	WEWS	08/21/12	08/31/12	M-F 4-5p Dr. OZ	CM	4-5p	MTWTF - -	:30	3	\$900.00	P-1	0.00 NM	6	\$5,400.00
M-F 4-5p Dr. Oz														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week: 08/20/12		08/20/12	08/26/12	- TWTF - -					3	\$900.00		0.00		
Week: 08/27/12		08/27/12	09/02/12	MTWT - - -					3	\$900.00		0.00		
N 7	WEWS	08/21/12	08/31/12	M-F 5-6p News	CM	5-6p	MTWTF - -	:30	2	\$1,200.00	P-1	0.00 NM	4	\$4,800.00
M-F 5-6p News														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week: 08/20/12		08/20/12	08/26/12	- TWTF - -					2	\$1,200.00		0.00		
Week: 08/27/12		08/27/12	09/02/12	MTWT - - -					2	\$1,200.00		0.00		
N 8	WEWS	08/21/12	08/31/12	M-F 6-630p News	CM	6-630p	MTWTF - -	:30	2	\$1,600.00	P-1	0.00 NM	4	\$6,400.00
M-F 6-630p News														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week: 08/20/12		08/20/12	08/26/12	- TWTF - -					2	\$1,600.00		0.00		
Week: 08/27/12		08/27/12	09/02/12	MTWT - - -					2	\$1,600.00		0.00		
N 9	WEWS	08/21/12	08/31/12	M-F 7-730p	CM	7-730p	MTWTF - -	:30	4	\$2,400.00	P-1	0.00 NM	8	\$19,200.00
7-730p Wheel														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week: 08/20/12		08/20/12	08/26/12	- TWTF - -					4	\$2,400.00		0.00		
Week: 08/27/12		08/27/12	09/02/12	MTWT - - -					4	\$2,400.00		0.00		
N 10	WEWS	08/21/12	08/31/12	M-F 730-8P	CM	730-8p	MTWTF - -	:30	4	\$2,600.00	P-1	0.00 NM	8	\$20,800.00
730-8p Jeopardy														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week: 08/20/12		08/20/12	08/26/12	- TWTF - -					4	\$2,600.00		0.00		
Week: 08/27/12		08/27/12	09/02/12	MTWT - - -					4	\$2,600.00		0.00		
N 11	WEWS	08/21/12	08/31/12	M-SU 11-1135P Late News	CM	11-1135p	MTWTF - -	:30	3	\$2,400.00	P-1	0.00 NM	4	\$9,600.00
M-SU 11-1135P Late News														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week: 08/20/12		08/20/12	08/26/12	- TWTF - -					3	\$2,400.00		0.00		
Week: 08/27/12		08/27/12	09/02/12	MTWT - - -					1	\$2,400.00		0.00		
N 12	WEWS	08/24/12	08/24/12	Friday Prime Special	CM	20/20	- - - - F - -	:30	1	\$3,500.00	P-1	0.00 NM	1	\$3,500.00
Friday Prime Special (9:00 PM-11:00 PM)														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		

Contract / Revision **308389** Flight Dates **08/21/12-08/31/12**

## Hiatus Dates

Original Date / Revision 08/20/12/ 08/20/12

Order Sep 00:20:00

Advertiser    **Majority PAC**

Product **OH Sen Maj PAC 08.21-08.3** Estimate # **1639**

														Totals		
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount	
N 12	WEWS	08/24/12	08/24/12	Friday Prime Special	CM	20/20	----F--	:30	1	\$3,500.00	P-1	0.00	NM	1	\$3,500.00	
				Friday Prime Special		(9:00 PM-11:00 PM)										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>									
Week:		08/20/12	08/26/12	----F--	1	\$3,500.00	0.00									
N 13	WEWS	08/21/12	08/24/12	M-F 9-10a	CM	9-10a	-TWTF--	:30	1	\$700.00	P-1	0.00	NM	1	\$700.00	
				M-F 9-10a												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>									
Week:		08/20/12	08/26/12	-TWTF--	1	\$700.00	0.00									
N 14	WEWS	08/21/12	08/24/12	M-F 11-12p	CM	11a-12p	-TWTF--	:30	2	\$1,000.00	P-1	0.00	NM	2	\$2,000.00	
				M-F 11-12p												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>									
Week:		08/20/12	08/26/12	-TWTF--	2	\$1,000.00	0.00									
Totals														52	\$85,000.00	